

on Divides
Common Dividend;
Big Growth Shown

regular quarterly dividend of share on Edison common stock, on November 15 to stockholder record October 20, was authorized by the directors of the Southern Edison company at a meeting held October 31. This is the 17th consecutive dividend on the stock. The dividend for the year makes a total of \$22,995,487.62 to be paid among Edison stockholders. Edison common has main-

tained a leading position in both the local and eastern markets throughout recent fluctuations, and its dividend record is noteworthy.

Commenting on the outlook for the Edison company, General Manager R. H. Ballard said: "At no time in our history has there been such a tremendous demand for light and power service as we are experiencing at the present time. In the past 12 months 46,000 new consumers have been added to our books. At the outset of 1923 our sales department was given a quota of 125,000 horsepower in new business to secure during the year. This entire quota was absorbed by August 1, and indications now are that over 200,000 horsepower

in new business will be brought onto our lines before Christmas.

"Recent rate reductions authorized by the railroad commission offer us a splendid opportunity to build up what is technically known as 'off peak load.' This is the fourth consecutive reduction in rates since 1921, and our prices are now lower than in the pre-war period. The new lighting rates will encourage housekeepers in the greater use of labor-saving appliances, and we expect to build up a tremendous business along these lines in the coming 12 months. Lower power rates will also be of material assistance in securing agricultural and industrial business.

"Additional revenues without a proportionate additional investment in facilities is an ideal condition for any organization, and that is just what we are now facing under new rates which will lead to a wider use of our commodity among existing consumers."

Legion Auxiliary
Will Meet Nov. 12

There will be an important meeting of the American Legion Auxiliary on Monday evening, Nov. 12, at 7:30, in the club room at Legion hall. The presence of every member is urgently requested. With the approach of the holidays and the new year there is much to be accomplished. A cordial invitation is extended to all ladies of Torrance eligible to this organization or belonging to any other unit to visit with us, with a view of joining or transferring.

LADIES' AID OF COMMUNITY
PRESBYTERIAN CHURCH

The Ladies' Aid of the Lomita church held its regular monthly meeting last Thursday. Plans were completed for the bazaar, and carpet rags were sewed for rugs, which will be on sale at the bazaar; so, sisters, as we tell the children, save your pennies to buy a rug, because you sure will want one. The date of the bazaar is November 25. Better mark it on your calendar, lest you forget. A luncheon will be served at noon for 50 cents a plate. Yes, it'll be good.

MISSIONARY SOCIETY

The regular meeting of the Home and Foreign Missionary society of the Lomita Presbyterian church will be held Thursday afternoon, Nov. 15, at 2:30 o'clock. Let's have a good attendance, as we wish to plan for the box of fruit to be sent to the Forsythe Memorial School for Mexican Girls. This school is in Los Angeles at 506 Evergreen avenue. This is close-to-hand work; let's work together and so receive a blessing rightfully ours, and send sunshine into the hearts of these children.

LOMITA NOTES

Mrs. G. L. Houghton has recovered from a three weeks' illness.

Mr. and Mrs. Harold Proctor and son Dennis and Mrs. C. E. Proctor of Eagle Rock were dinner guests Sunday of Mr. and Mrs. Tom Wil-lacy.

Rev. and Mrs. E. E. Clark have purchased a lot on the corner of Orange and Eshelman avenues.

Mr. and Mrs. A. L. Owens, Mrs. H. M. Owens, Arthur and Howard Owen, Alvin Thorpe and Miss Lucy Owen were guests of Pasadena friends Wednesday.

Mrs. C. F. Farquhar and Mrs. Walter Tappin Jr. of Redondo boulevard were guests of Redondo Beach friends Monday.

Mr. and Mrs. Royland M. Jones and family picnicked at Santa Monica Sunday.

Miss Novilla Hartley of Compton was a guest Monday of Mrs. Nettie Adams.

Mrs. H. M. Owens has purchased a lot on Cypress street from F. F. Snyder and will erect a home there in the near future.

Mr. and Mrs. G. L. Houghton of Acacia street have rented their home and moved back to the Palos Verdes ranch.

Mr. and Mrs. J. A. Paddock were recent guests of Mr. and Mrs. Ben Paddock of Hillsdale.

Mr. and Mrs. Edward Aber of Arizona street visited Wm. Haworth at the Seaside hospital. Burned in a gas explosion recently, Mr. Haworth is recovering, but it will be some time before he will be able to use his hands, if ever.

Mr. and Mrs. Grover K. Johnson and family spent Sunday at Long Beach.

NOTICE

Having sold the Torrance Feed and Fuel Co. business to George H. Bradford, I will not be responsible for any debts contracted after November 5, 1923.
9-Adv. FRANCIS E. HUGHES.

W. D. Gray, Batesville, Ark., Writes as Follows:

"I purchased several cakes of RAT-SNAP from Erwin-Craig Hardware Company, this place, and find same the most effective exterminator of mice and rats I have ever used. As far as I have noted, there is no odor connected with use of RAT-SNAP. This is the first testimonial I have ever given for any preparation of any kind. I feel after using your RAT-SNAP it is worthy of commendation." Three sizes, 25c, 65c, and \$1.25.

Sold and guaranteed by Beacon Drug Store and Torrance Hardware Company.

**FINAL WEEK
PRE-HOLIDAY SALE**

MANY PEOPLE CALLED LAST WEEK AND TOOK
ADVANTAGE OF THE GREAT VALUES WE OFFER

Nov. 10 to 17—FOR THE FINAL WEEK—Nov 10 to 17

RAG 79c 42 Piece \$9.85 Window Shades
RUGS 79c Dinner Set 9.85 Green & Tan 65c, 75c

Extra Special 2 Burner Gas Plates, \$4.65 Extra Special
3 Burner Gas Plates, \$6.85

15 Per Cent Reduction On All Reed Furniture
10 Per Cent Reduction On All Grass Furniture

SPECIAL REDUCED PRICES WILL PREVAIL ON
ALL NEEDED THINGS FOR THE HOME. WE ASK
YOU IN TO SEE FOR YOURSELF WHAT WE ARE
OFFERING

Chas. Elman Furniture Co.
"The Store of Quality"
1214 El Prado Phone 105-J

Announcing
New Owners
of the
Torrance Feed and Fuel
1803 Cabrillo, Torrance

I have purchased this business and wish to ask all of
the old trade to continue with me

SERVICE THAT SERVES
will be my motto and by doing this it is my wish that
I can hold your patronage.

Yours for Success,
GEO. H. BRADFORD

**ALL STORES OF THE SAM SEELIG CO. WILL
BE CLOSED ALL DAY MONDAY, NOV.
12, IN HONOR OF ARMISTICE DAY**

Please buy your groceries early Friday and early Saturday, as
you will not have to waste any time if you shop early in the day.

Nonesuch Mincemeat	15c	Sun-maid Raisins, 2 pkgs.	25c
Caladero Pumpkin	5c	Pitted Sour Red Cherries	32c

Wrap your pie crusts around these fillers.

Brer Rabbit Old Time Molasses	16c and 26c
Aunt Dinah New Orleans Molasses	10c and 18c
Log Cabin Syrup (maple sugar and cane sugar)	29c and 58c
Albers Flapjack Flour	15c and 27c

Snowdrift - 1 lb. 26c; 4 lbs. 89c

Bishop's Los Angeles Made Chocolate	1/2 lb. 15c
Bishop's Los Angeles Made Cocoa	full pound 22c

Nucoa is the superior spread for bread 31c lb.
Gold Medal Mayonnaise 3 1/2 oz. 15c; 8 1/2 oz. 30c
Premier Salad Dressing 40c
Heinz Mayonnaise 25c Wright's 1000 Island 35c

Dromedary Oriental Dates 20c pkg.

SAM SEELIG CO.
"Cash is King"
CALIFORNIA'S LEADING GROCER

Rappaport Bldg., Cabrillo Ave. Torrance
Narbonne and Weston Lomita

SALES TALKS
About "Gifts That Last"

**MARGIN OF MARK-UP
On All Merchandise**
must be determined by overhead expenses
and quick turnover.

**OUR OVERHEAD EXPENSES
Are Reduced to a Minimum**
and our past year's turnover the greatest we have enjoyed
—thanks to our many patrons.

WE CANNOT BE UNDERSOLD ANYWHERE
Our goods are so marked that we give you the very lowest
price, quality considered.

We have a wonderfully complete line of highest quality
Watches, Diamonds and Jewelry, as well as a pleasing
assortment of attractive art gifts.

ONLY 41 SHOPPING DAYS TILL XMAS
Now is the ideal time to come in, make your selections
for Xmas, and place a small deposit to hold them.
The price is guaranteed.

THE STORE THAT INSPIRES CONFIDENCE

ART GIFTS
DIAMONDS
WATCHES
JEWELRY
SILVER
CLOCKS
ETC.

House of Parr Values
1503 CABRILLO ST.
TORRANCE CALIF.

BERT'S CAFE
Board and Room, \$45.00 Per Month
Lunches, Tobaccos, Cold Drinks
Always In
2517 Carson Street Torrance

41
Shopping Days
Till Christmas

SUGGESTIONS
DRESSES
SILK UNDIES
SILK SCARFS
SWEATERS
MISSION KNIT
HOSIERY
LOUNGING ROBES
CHILDREN'S HATS,
SCARFS TO MATCH

Bungalow Aprons
Extra Large Sizes,
\$1.25 to \$3.00

PAULINE
Ladies' Wear
Brooks Bldg. Torrance